

## 1993 -1997 Five-Year Plan Program Summary

**Program:** Domestic Product Development

**Category:** Market Place Driven **Included in 1992-1996 Plan:** Yes

**Start Date:** 1992 **Completion Date:** \_\_\_\_\_

**Program Description:** This program addresses product development from the position of executing initiatives identified as market driven. The program encompasses Trademark Portfolio management opportunities, brand extensions and repositionings, and new technologies that when incorporated add value to our premium brands.

**Importance to PM-USA:** Provides opportunity for increased market share and increased volumes thus providing growth in income and cash flow for P.M.U.S.A.

**Program Benefits:**

1. Provides a vehicle to address alternate purchases of P.V. brands vs. Premium brands.
2. Vehicles for R&D to support P.M.U.S.A. business plan.
3. Provides vehicle to execute opportunities in market identified by Marketing and Market Research.

**Program Leadership:**  
**Functional Area:** Dom. Prod. Dev. **Department:** R&D **Program Leader:** C. B. Altizer

**Support Required From** **1993 Man-Years** **Leadership Dept. (93)**

Engineering	3.00	23.27
Manufacturing Services	0.15	
Technical Services	0.20	

**Capital Requirements (93)** \$ \_\_\_\_\_ **1993-1997 \$** \_\_\_\_\_ **650 Timing** \_\_\_\_\_

**Program Milestones**

	1993				1994				1995				1996				1997			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Marlboro RX																				
Merit 3mg																				
Va. Slims K.S.																				
Mid-Price K.S.																				
Marlboro Ultra Lights																				
Merit Ultima Menthol																				
B&H K.S. Ultra Lights																				
Merit Family Repositioning																				
Parliament Lights Menthol																				
Marlboro Extra (On Shelf)																				
POL Administration																				

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